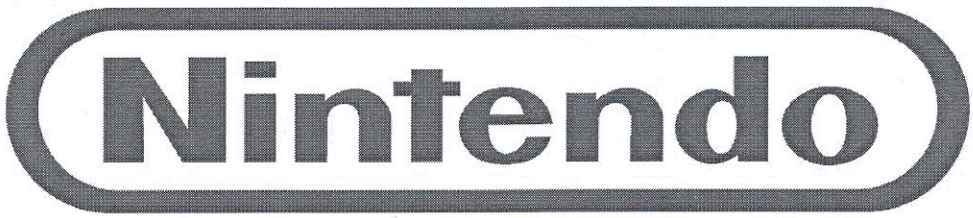
E3 Show Preview

5/13/03



E3 Show Preview

5/13/03

John Moore

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Nintendo 2003 E3 Contacts

Show Date: Tuesday May 13, 2003 -- 4:30 to 5:45 PM

V3

Nintendo	Responsibility	Phone	Mobile/Pager	Fax	E-Mail
Peter MacDougall	EVP Sales & Mktg				
George Harrison	SVP Mktg & Corp. Comm.				
Don James	VP, Design				
John Moore	Director of Retail Marketing				
Kelley Poston	Retail Mktg Manager				
Jacqualee Story	EVP Legal & Licensing				
Howard Lincoln	Former NOA Chairman				
Mr. Miyamoto	Top game designer				
Mr. Iwata	Pres. Of Nintendo Worldwide				
Beth Llewelyn					
	Bridge Number				

CrossMedia	Responsibility	Phone	Mobile/Pager	Fax	E-Mail
Steve Hamilton	Managing Director				
	Chicago Golin Harris Offic				
Brooke Thomson	Vice President				
		H:			
Web Burrell	Executive Producer				
John Malamazian	Technical Director				
Jeff Siegel	Creative Director				
Marci Hensley	Producer				
David Newman	Video Producer				
Kris Nugent	Media Briefing Producer				

Golin Harris	Responsibility	Phone	Mobile/Pager	Fax	E-Mail
Don Varyu	Sr. PR Consultant (Seattle)				
Tina Vennegaard	SVP (LA)				
Edie Kissko	Sr. Account Supervisor (L.A.)				
Jackie Bartoletti	Media Briefing Project Lead (LA)				
Jennifer Archer	Media Briefing Project Lead (LA)				

Kodak Theatre	Responsibility	Phone	Mobile/Pager	Fax	E-Mail
Jay Thomas	Managing Director				
Celeste Grant	House Manager				

Renaissance Hotel	Responsibility	Phone	After Hours	Fax	Email
Trevor Olson	Event Manager				

Advanced-Tech Securi	Responsibility	Phone	After Hours	Fax	Email

Mike Patton	Security	[redacted]			[redacted]
Editing		**Phone**	**After Hours**	**Fax**	**E-Mail**
Beyond Film	Post-Production House	[redacted]			
Travel		**Phone**	**After Hours**	**Fax**	**Job Number**
Carlson Waggonlit		[redacted]			
Hyatt Regency Bellevue					
Woodmark Hotel					
Willows Lodge					
Conference Calls		[redacted]			
Call-in CrossMedia #		[redacted]			
File Sharing Site		**Log-in**	**Password**		
ftp://ftp.hi-tech.com					
Onsite Personnel	**Responsibility**	**Phone**	**Mobile/Pager**	**Fax**	**E-Mail**
Amy Richards	Stage Manager	[redacted]			
Mark Romanoff	Graphics Operator				
Michael Tanaka	Translation (ICS)				
Robin Sloan	Teleprompting (Vivi-Q)				
Garrett Pominville	Production Assistant				
Lori Fradella	Production Assistant				
Lisa Monroe	Associate Producer				

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ON-SITE SCHEDULE

V4 (Revised May 9, 2003)

Nintendo 2003 E3 Show Preview

On-Site Overview

DATE	TIME	CONTENT	OVERTIME
Friday, May 9	8:00 am – 5:00 pm	Load-in & Set-up	0
Saturday, May 10	8:00 am – 5:00 pm	Load-in & Set-up	0
Sunday, May 11	8:00 am – 5:00 pm	Tech. Checks & Tech. Rehearsal	0
Monday, May 12	7:00 am – 5:00 pm	Rehearsals	1
Tuesday, May 13	8:00 am – 12:00 am	Rehearsal, Show, Strike	6
			TOTAL = 7
SHOW:			
Tuesday, May 13	4:30 pm – 5:45 pm		
TERMS:			
AGB and GBA	Game Boy Advance		
GCN	Game Cube		
NOA	Nintendo of America		
NCL	Nintendo Corporation Limited		
NOE	Nintendo of Europe		
RPG	Role Playing Game		
AGS	Game Boy SP		

FRIDAY, MAY 9 – Load-in & Set-up

Time	Action	Notes:
8:00AM	Crew Call Load-in and Set-up begins	Loading Dock, Kodak Theatre
1:00PM	Lunch Break	
2:00PM	Load-in and set-up continues	
5:00PM	End of Day	

SATURDAY, MAY 10 – Set-up & Tech. Checks

Time	Action	Notes:
8:00AM	Crew Call Set-up continues	
1:00PM	Lunch Break	
2:00PM	Set-up continues	
5:00PM	Continue set-up in Over Time	
7:00PM	End of Day	

SUNDAY, MAY 11 – Tech. Checks & Tech. Rehearsal (See rehearsal detail sheet)

Time	Action	Notes:
8:00AM	Crew Call Finish set- up	
9:00AM	Table session with Producer and Dept. Heads Prompter & graphics rehearsal stations set-up In Speaker Ready Room	
10:00AM	Executives arrive Performers arrive	
10:30AM	Preparations for Client rehearsals continue	
10:30AM	**Presenters Rehearse Backstage** **Technical Rehearsals in Theatre for cast/crew (1 1/2 hours)**	**Presenters rehearse with Prompter in backstage room, then walk stage briefly.**
12:00PM	**Presenter Rehearsals End** **Lunch Break**	**Catered lunch**
1:00PM	Technical rehearsals continue *(Presenters rehearse for Media Briefing, 2 1/2 hours)	Renaissance Hotel
4:00PM 5:00PM	**Presenters Review Blocking (30 minutes), if possible** End of Day	

SUNDAY, MAY 11 – Client Rehearsal Schedule

Time	Action	Task	Location
10:30AM	Orientation to Rehearsal		Front row, Kodak Theatre
10:45AM	Mr. Harrison and Mr. MacDougall	Prompter review	Backstage
	Mr. Iwata	Speaker support review	Backstage
	Mr. Miyamoto	Game demo practice	Onstage
11:15AM	Mr. Iwata	Prompter review	Backstage
	Mr. Harrison and Mr. MacDougall	Speaker support review	Backstage
11:45PM	Mr. Harrision and Mr. MacDougall	Prompter check	Onstage
	Mr. Iwata	Prompter check	Onstage
	Mr. Miyamoto	Prompter check	Onstage
12:00PM	Conclusion of Kodak rehearsal		
	Lunch		Backstage
1:00PM	*Media Briefing Rehearsal (2 1/2 hours)		Renaissance Hotel (Hancock Park Room)
4:00PM	Mr. Harrision and Mr. MacDougall	Blocking review	Onstage
	Mr. Iwata	Blocking review	Onstage
	Mr. Miyamoto		

MONDAY, MAY 12 – Tech. Rehearsal & Client Rehearsal

Time	Action	Notes:
7:00AM	Crew Call	
7:30AM	Technical rehearsals as needed Wardrobe and makeup for cast	
8:30AM	Rehearsal of Opening & Musical Segments	
9:00AM	Nintendo Executives arrive at Kodak Theatre to prepare for Dress Rehearsal	
9:30AM	**DRESS REHEARSAL BEGINS** **Complete run-through of show**	**All Nintendo Presenters Participating**
12:00PM	**DRESS REHEARSAL ENDS** **Lunch Break**	**Catered meal**
1:00PM	Technical rehearsals as needed *(Media Briefing rehearsal, 2 hours)	Renaissance Ballroom
3:00PM	*(Mr. Kojima, Media Briefing rehearsal, 30 mins.)	Renaissance Ballroom
3:30PM	Optional additional rehearsal time with presenters	Kodak Theatre
4:00 PM	Will Wright (EA, cue 15a) blocking/rehearsal	Kodak Theatre
5:00PM	End of Day	

TUESDAY, MAY 13 – Client Rehearsal & Show

Time	Action	Notes:
8:00AM	Crew Call Kodak Theatre *(Crew call at the Renaissance Hotel Grand Ballroom for Prompter, Interpreters and PA with makeup)	Media Briefing
8:30AM	Technical rehearsals	Prompter and Interpreters at Media Briefing (11:30 AM to 12:30 PM)
9:00AM	Performers' call	
9:30AM	*(Mr. Iwatani, Media Briefing rehearsal)	Renaissance Ballroom
*11:30AM	*Media Briefing at Renaissance (1 1/2 hours)	
1:00PM	Lunch Break *Media Breifing at the Renaissance Hotel concludes, production crew travels to Kodak Theatre	Catered meal
2:00PM	Technical Rehearsals Resume	With Prompter & Interpreters
2:30PM	Mr. Iwatani (Namco, cue 15c) blocking/rehearsal	Kodak Theatre
4:00PM	**DOORS OPEN (See Show Flow)**	**Screen set, music begins Presenters arrive at Kodak Speaker Ready Room for lavalier microphone and makeup**

TUESDAY, MAY 13 – Client Rehearsal & Show (Cont.)

Time	Action	Notes:
4:30PM	**SHOW BEGINS**	
5:45PM	**SHOW CONCLUDES**	
6:30PM	Strike begins	
7:00PM	Dinner break	Catered meal
7:30PM	Strike and load-out continues	
12AM-Wed.	Strike and load-out concludes End of Day and Project	

SUNDAY, MAY 11 – Client Rehearsal Schedule

Time	Action	Task	Location
10:30AM	Orientation to Rehearsal		Front row, Kodak Theatre
10:45AM	Mr. Harrison and Mr. MacDougall	Prompter review	Backstage
	Mr. Iwata	Speaker support review	Backstage
	Mr. Miyamoto	Game demo practice	Onstage
11:15AM	Mr. Iwata	Prompter review	Backstage
	Mr. Harrison and Mr. MacDougall	Speaker support review	Backstage
11:45PM	Mr. Harrision and Mr. MacDougall	Prompter check	Onstage
	Mr. Iwata	Prompter check	Onstage
	Mr. Miyamoto	Prompter check	Onstage
12:00PM	Conclusion of Kodak rehearsal		
	Lunch		Backstage
1:00PM	*Media Briefing Rehearsal (2 1/2 hours)		Renaissance Hotel (Hancock Park Room)
4:00PM	Mr. Harrision and Mr. MacDougall	Blocking review	Onstage
	Mr. Iwata	Blocking review	Onstage
	Mr. Miyamoto		

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Nintendo at E3 2003
Show Preview May 13, 2003
Kodak Theatre, Hollywood, CA
Show Flow v21 (Revised 5-9-03)

CUE	START	TRT	SEGMENT	VIDEO CONTENT	STAGE	VIDEO	GRAPHICS	AUDIO	LIGHTING	OTHER
1	4:30 P.M.	5:00	**Opening Theatrical Production #1:** "Play It Forward"		Three Players and four cast onstage	Imag on main screen; Moving patterns on side screens **(Video 1)**		"Play it forward" version 1 on CD, 3 Wireless headset mics on three singers		CM Producing Video
2	4:35 P.M.	3:00	**George Harrison Presentation:** Welcome and Introduction of Mr. Iwata			Graphics on main screen; Imag on side screens	Title slide, then speaker support	V/O introduction; Play-on music; Wireless lav		Entrance Upstage Center; Exit Stage Right
3	4:38 P.M.	4:00	**Mr. Iwata Presentation:** Address from the President			Graphics on main screen; Imag on side screens	Title slide, then speaker support	Play-on music; Wireless lav		Entrance Upstage Center; Exit Stage Right
4	4:42 P.M.	4:00	**Theatrical Production #2: Actors & Video,** Level One	Sponge Bob Square Pants, Kirby's Air Ride, Harry Potter, Mega Man, Paper Mario 2, Pokemon Channel, Sonic Hedgehog, Teenage Mutant Ninja Turtles, Donkey Konga, Mario Golf, Mario Party 5, Mario & Luigi RPG, Mario Golf, Pokemon Ruby, Pokemon Sapphire	Level One Player with four cast onstage	Sizzle Video for Level One **(Video 2)** on side screens during the song; Imag on main screen		"I'm A Gamer" on CD, Wireless headset mic on singer		NOA Producing Video
5	4:46 P.M.	3:00	**George Harrison Presentation:** Level One Game and Product Information			Graphics on main screen; Imag on side screens	Speaker support	Play-on music; Wireless lav		Entrance Stage Right
6	4:49 PM	2:00	**Mario Kart Video**	Video produced from the Demo Segment so that viewers can see the front of the karts.		Mario Kart Video **(Video 3)** on main screen and side screens, Dip to black briefly before cue 7.		SOT		NOA Producing Video
7	4:51 PM	2:00	**Featured Games Video #1: Level One**	Pokemon Colosseum, Pikimin 2, Wario World, Giant Egg, Sonic Adventure DX, Donkey Kong Country, Super Mario Advance 4, Wario Ware, Pokemon Pinball		Showcase Video for Level One **(Video 4)** on all three screens		SOT		CM Producing Video

CUE	START	TRT	SEGMENT	VIDEO CONTENT	STAGE	VIDEO	GRAPHICS	AUDIO	LIGHTING	OTHER
8	4:53 PM	4:00	**Theatrical Production Number #3: Actors & Video, Level Two**	All games in cues # 4 & 7 plus Mario Kart, Incredible Hulk, Hitman 2, Mace Griffin Bounty Hunter,	Level Two Player with four cast onstage	Sizzle Video for Level Two **(Video 5)** on side screens during the song; Imag on main screen		"Take It To The Limit" on CD, Wireless headset mic on singer		NOA Producing Video
9	4:57 PM	10:00	**Mr. Iwata Presentation plus 3rd party videos:** Level Two Game and Product Information	Capcom RE4, n-Space Geist (Fear), Lucas Star Wars Rogue 3, Konami Metal Gear Solid 2, Square Final Fantasy Crystal Chronicals and FF Tactics		Graphics on main screen; Imag on side screens during speech. Videos on all 3 screens. **(Video 6 Rouge 3). (Video 7 RE4). (Video 8 Geist) with V/O (Video 9 MGS2). with V/O (Video 10 FFCC) with V/O**	Speaker support	Play-on music; Wireless lav; SOT		Entrance Stage Right
10	5:07 P.M.	2:00	**Featured Games Video #2:** Level Two	NCAA Football, 1080 Avalanche, Fzero, Madden 2004, NBA Street Vol. 2, Metroid, Matrix, Viewtiful Joe, Tales of Symphonia		Showcase Video for Level Two (Video 11) on all 3 screens		SOT		CM Producing Video
11	5:09 PM	2:00	**George Harrison Presentation:** Level Two Wrap-up & Segue to Level Three			Graphics on main screen; Imag on side screens	Speaker support	(Possible V/O intro.); Play-on music; Wireless lav		Entrance Stage Right
12	5:11 P.M.	4:00	**Theatrical Production #4: Actors & Video,** Level Three	All games in cues # 8, 9 & 10, plus Conflict Desert Storm, Nintendo Puzzle Collection	Level Three Player with four cast onstage	Sizzle Video for Level Three **(Video 12)** on side screens during the song; Imag on main screen		"The Love Of The Games" on CD, Wireless headset mic on singer		NOA Producing Video
13	5:15 PM	2:00	**Featured Games Video #3:** Level Three	James Bond: Everything or Nothing, P.N. 03, Star Wars Rogue 3, StarFox 2, The Hobbit, Tiger Woods, Wallace & Gromit, Mario Kart, Advance Wars 2, Sword of Mana		Showcase Video for Level Three **(Video 13)** on all 3 screens		SOT		CM Producing Video
14	5:17 P.M.	3:00	**George Harrison Presentation:** Level Three Wrap-Up			Graphics on main screen; Imag on side screens	Speaker support	Play-on music; Wireless lav		Entrance Stage Right
15	5:20 PM	2:00	**Mr. Miyamoto Presentation**		Bill Trinnon onstage as interpreter	Graphics on main screen; Imag on side screens	Title slide	Play-on musics; 2 Wireless Lavs		Mr. Miyamoto Entrers Upstage Center; Bill Trinnon enters from Stage Right
15a	5:22 PM	3:00	**Will Wright EA Guest Appearance**	EA 2 games TBD and video	Will Wright joins Mr. Miyamoto onstage	EA Video **(Video 14)**	Title slide	Play-on music: 3rd Wireless Lav		EA producing video
15b	5:25 PM	2:00	**Mr. Miyamoto Video & Narrative**	The Legend of Zelda: 4 Swords		Zelda **(Video 15)** on all 3 screens		SOT, with live narration by Mr. Miyamoto		Mr. Miyamoto producing video

CUE	START	TRT	SEGMENT	VIDEO CONTENT	STAGE	VIDEO	GRAPHICS	AUDIO	LIGHTING	OTHER
15c	5:27 PM	3:00	**Mr. Iwatani Namco Live Demo**	Namco PacMan Live Demo	Mr. Iwatani joins Mr. Miyamoto onstage. Also joining them for the demo are Will Wright, and George Harrison.	GCN output (with 3 Wavebirds) shown on Main Screen; AGB (player 4) shown on side screens, alternating with Imag	Title slide	Play-on music: 3 additional Wireless Lavs (total of 5 onstage)		
16	5:30 PM	4:00	**Mr. Iwata and George Harrison:** Closing Remarks			Graphics on main screen; Imag on side screens	Speaker support	Play-on music: 2 Wireless Lavs		Entrance Stage Right
17	5:34 PM	3:00	**Finale / Closing Production #5 and Video -- Actors & Video,** "Play It Forward" Reprise	All games	Three Players and four cast onstage	Sizzle Video for Finale **(Video 16)** on main screen during song; Imag on side screens		"Play It Forward (reprise)" on Betacam SP, 3 Wireless headset mics on three singers		NOA Producing Video
18	5:438:00 PM		**Walk-Out**			Invitation to party on main screen; Screen set on side screens	Invitation to the party at the Renaissance.	"Play It Forward" Instrumental version on CD.		

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Third Draft Show Script:
"PLAY IT FORWARD"
April 30th, 2003
Nintendo 2003 E3 Show Preview

Kodak Theatre, May 13th, 2003

Cue 1 (5 minutes)

- **Opening Theatrical Scene / Production Number #1**

Purpose and Key Messaging:
Establish theme, introduce all three characters, and set up the storyline.
Demonstrate that the characters have special gifts—they've "got game," and each wants to find out what's on the "next level"
Highlight how each player is different
Keep the audience wondering, "What's Next?"

SEGMENT	STAGE DIRECTION	NARRATION/MUSIC/SFX
1	The Gamer (age 10) enters stage right. He is engrossed in the action on his GameBoy. He is giddy, pumping his fist. He turns to the audience.	SFX: Zelda **The Gamer (age 10):** *(addressing game):* C'mere! Get over here! OOOH! The Hook Shot! Yeah! Go! Yea! *(to audience):* Boy, I love to play games. My friends link up and I play all day long sometimes. And you know what? *(conspiratorially):* Sometimes I dream that I am actually IN the game ...

		MUSIC SWELLS
	He sings ...	**VERSE ONE** I am a Gamer that's what I am I play Nintendo whenever I can New games and old games, it's all good to me Pokemon, Zelda and Kirby I play 'em at breakfast and in the car Cube takes me places near and far I like to play 'cause it takes me away To unexplored places night and day I'm a hero, yeah, I'm king of the hill The speed and the graphics give me a thrill I can't wait another minute to see What great new Nintendo games are comin' for me **CHORUS ONE** So I'll **Play It Forward** with Nintendo **Play It Forward** all the way I wanna **Play It Forward** on Nintendo Together forever all the way
	He starts playing Zelda in earnest and moves downstage into shadow.	SFX: Zelda MUSIC BRIDGE as he plays his game
	The Player (age 17) enters stage left on roller blades. He is clearly a different person (appearance wise).	**17-year-old Player** *(addressing 10-year-old):* What up dog? **10-year-old Player** *(preoccupied, trying to ignore him):* Zelda. Oracle of Seasons. I just got the Magic Harp. **17-year-old** *(to no one in particular):* very impressive little man *(to audience):* I remember when Super Mario 64 came out, I'd ***try*** to play all night long. I'd sneak downstairs, but my mom *always* busted me and made me turn off the TV and go back to bed.

		MUSIC SWELLS
	He sings ... Jerks thumb at ten-year-old	**VERSE TWO** I am a Gamer that's what I am I play Nintendo whenever I can When my homework's done, and I've got some time A wavebird in my hand, and I'm doin' fine I dig the chase and the fantasy In that Metroid world, it's so hip to be I still got the urge and I can't wait to play The great new Nintendo games comin' my way **MUSICAL INTERLUDE** **CHORUS TWO** So I'll **Play It Forward** with Nintendo **Play It Forward** all the way I wanna **Play It Forward** on Nintendo Together forever all the way
	He blades upstage into shadow and pulls a WaveBird from his backpack.	SFX: game (TBD)

	The Player (age 30) enters stage left. Again, he is clearly a different person (appearance wise). He carries a briefcase (make it a messenger bag) but is dressed casually – jeans or Dockers. He sees the other two and smiles. They are oblivious to his presence.	*(as he enters, he is whistling the theme from Super Mario Bros.)* **30-year-old Player:** *(to audience):* I grew up playing games. These two probably never heard of the Donkey Kong arcade game, but man, the quarters I spent. Then came the NES. Whew. Life was GOOD. I could play all day and night, no coins necessary. When I got my first apartment, my roommate and I would hang-out all day and play with our Gameboy... the winner got to sit in the ONLY chair we had – and if you could see our floor – you'd understand how important winning was! *(wistful):* Those were the days. You know what I'd really love? To have that kind of FREE TIME again. **MUSIC SWELLS**
	He sings ...	**VERSE THREE** I am a Gamer that's what I am I play Nintendo whenever I can I'll never forget the great times I had Playin' Donkey Kong but now I'm a dad I guess time flies when you're havin' fun So why stop now, yeah I'm not done I still got the urge and I can't wait to play The great new Nintendo games comin' my way **CHORUS THREE** So I'll **Play It Forward** with Nintendo **Play It Forward** all the way I wanna **Play It Forward** on Nintendo Together forever all the way
	The other two step out of the shadows as they sing together ...	**CHORUS FOUR** Oh we'll keep playin' on Nintendo Cause we are The Gamers, yeah it's true

		So stay tuned because we're gonna **Play it Forward** together with you!
	TRANSITION: lighting or other effect gets us to MacDougall / Harrison	

SEGMENT	KEY MESSAGING
Cue 2 (3 minutes) **Mr. Harrison Presentation: Welcome and Introduction of Mr. Iwata**	➢ NOA is building momentum ➢ More change than ever before at Nintendo ➢ Directing all of this is Mr. Iwata
Cue 3 (4 minutes) **Mr. Iwata Presentation: Address from the President**	➢ My job is to balance heritage vs. change ➢ I have come to show you how we are meeting the new challenges ➢ 5 to 95 ➢ Let me introduce you to someone to help show you what I mean....

Cue 4 (4 minutes)

- **Theatrical Scene / Production Number #2: The Player (age 10)**

Purpose and Key Messaging:
Reinforce theme and storyline
Set-up Level One (10-year old)
This age group is the initial connection to gaming with Nintendo
Nintendo has the games and technology to keep this age group engaged and excited

SEGMENT	STAGE DIRECTION	NARRATION/MUSIC/SFX
2	The Player (age 10) enters stage right. He is playing Pokemon on the GameBoy Advance.	SFX: Pokemon **The Player (age 10):** Ha! With this Mind Badge I just won in Moss Deep City. I'll be adding a few more Pokemon to my killer collection! I rule! I am so much better than my older brother at this – he is so NOT good. He never even got to the sixth badge in Pokemon Blue. But me ... I'm a gamer, man.

"I'M A GAMER"

VERSE ONE

I never run out of fun
When I play in your world
Don't know what I'll find
The higher level I go
Nintendo gets cooler
Blows my mind
I never know for sure
What 's in store
Behind each door
But that just makes it fun
I feel like I've just begun
To explore

CHORUS ONE

Come play Game Boy with me
In our fantasy
So hip, so cool and free
It's where I wanna be
Cause I'm a Gamer see
Only I hold the keys
A wonderful fantasy
Play Nintendo with me

VERSE TWO

It's not that hard to see
What these games mean to me
It's understood
When I master the moves
Buddy, I rule
And that feels good
With Nintendo and me
I get to be
The hero man
All I need is my wits
And I'm winning it
I know I can

		CHORUS TWO Come play Game Boy with me In our fantasy So hip, so cool and free It's where I wanna be Cause I'm a Gamer see Only I hold the keys A wonderful fantasy Play Nintendo and see **Play It Forward**

SEGMENT	KEY MESSAGING
Cue 5 (3 minutes) **Mr. Harrison Presentation: Level One Game and Product Information**	➢ Market proven roles of Pokemon, DK, and Mario on GBA, and 3rd party games like SpongeBob and Hulk ➢ New ways of seeing them with Connectivity, Game Boy Player, e-Reader and cards ➢ The recent success of Zelda and Pokemon show that players want to see them in new ways
Cue 6 (2minutes) **Video: Mario Kart**	

Cue 7 (2 minutes)

Video #1: Level One Game Footage

Focus on:

- Game Boy Advance SP
- Game Boy Player
- Donkey Kong Country
- Pikmin 2
- Wario World
- Wario Ware, Inc.
- Pokemon Pinball
- Pokemon Collosseum
- Super Mario Advance 4
- Sonic Adventure DX
- Sega Titles:
- Billy Hatcher and the Giant Egg

Cue 8 (4 minutes)

- **Theatrical Scene / Production Number #3**

Purpose and Key Messaging:
Reinforce theme and storyline
Set-up Level Two (17-year old)
Acknowledge differences that set this age group apart
Challenges of pleasing this age group and its evolving tastes
GBA still has a heavy presence
Nintendo has the games and technology to keep this age group engaged and intrigued

SEGMENT	STAGE DIRECTION	NARRATION/MUSIC/SFX
3	The Player (age 17) enters stage right.	SFX: SMB **The Player (age 17):** I got my first SNES for Christmas when I was five years old. I got Super Mario World, too. You know, it took me FIVE MONTHS to beat that game. All nine worlds dude. And I'm still not tired of it. Sometimes I'll see if I can still find all the secret levels on the way to Bowser. But ... Some of my friends are moving on, and they think I should too. They're into more action adventure stuff, you know, more "grown-up" games. Mario and Luigi and Toad and Peach – totally grew up with them, but have you checked out Resident Evil or Madden 2004? They rock. MUSIC SWELLS
	He sings ...	**"TAKE IT TO THE LIMIT"**

Revised 4-29-03

(this is semi-rapped)

VERSE ONE

I wanna play, but I wanna play tough
I like games that are new where I can be rough
I got things goin' on that want my attention
Like girls at school and did I mention
I like video games, what I call fun, but
It's gotta be cool like nothin' I've done
Nintendo hooks me, pulls me in
It makes me forget the room I'm in

CHORUS ONE

I wanna play The Cube, take it to the limit
Then do it again and see if I can beat it
Push myself till It makes me shout
Nintendo, yeah, s'what I'm talkin' about

VERSE TWO

I bet they've got what I'm lookin' for
So come on Nintendo, give me a tour
My fingers are wild with anticipation
My focus is styled for illumination
I'm not a kid I wanna be the man
That takes it home with those screamin' fans
I'm ready now for what's comin' next
Cause Nintendo's always got the best

CHORUS TWO

I wanna play The Cube, take it to the limit
Then do it again and see if I can beat it
Push myself till It makes me shout
Nintendo, yeah, s'what I'm talkin' about

SEGMENT	KEY MESSAGING
Cue 9 (15 minutes) **Mr. Iwata Presentation plus 3rd Party Videos: Level Two Game and Product Information**	➢ Challenges Facing Nintendo and solutions (GCN sales, Game development, GBA SP) ➢ Internal changes (development for three markets, coordination) ➢ Connectivity not just a promise this year (unique, meaningful tool for 3rd parties) ➢ Result: best balance of games ever, particularly appealing to edgier players...
Cue 10 (2 minutes) **Video #2: Level Two Games**	Focus on: ➢ F-Zero GX ➢ 1080 Avalanche ➢ Metroid Prime 2 ➢ Capcom Titles: ➢ Viewtiful Joe ➢ Infogrames Titles: ➢ Enter the Matrix ➢ EA Sports titles: ➢ Madden 2004 ➢ NCAA Football ➢ NBA Street Vol. 2 ➢ Namco Titles: ➢ Tales of Symphonia
Cue 11 (2 minutes) **Mr. Harrison (or Mr. Iwata) Presentation: Level Two Wrap-up & Segue to Level Three**	➢ Reprise of Challenges and Solutions ➢ Transition into 30-year-old production...
Cue 12 (4 minutes) ➢ **Theatrical Scene / Production Number #4**	

Purpose and Key Messaging:
Set up Level Three (30-year old)
Nintendo has the games and technology to keep this age group engaged and intrigued
Commitment to innovation, quality, and collaboration with 3rd-party developers
Connectivity—"Connecting with the Future" and "Making the Connection" with third-party developers, all Players, retailers

SEGMENT	STAGE DIRECTION	NARRATION/MUSIC/SFX
4	The Player (age 30) enters stage right.	SFX: SMB **The Player (age 30):** If there were such a thing as the original Player, I would be it. I was THERE, man. I was there when NES came out, and I was there for the first three-D Mario Game too. And it was it fun – still is! The truth is, I hope to keep playing until the day I die. I'll try whatever Nintendo puts out because I know from experience it'll be worth my time --- even though my free time is in high demand these days. But I do wonder where it's all heading... **MUSIC SWELLS**
		"THE LOVE OF THE GAMES" **VERSE ONE** I remember when I was young Playin' my Game Boy after school Mario and Donkey Kong, so much fun One of my favorite things to do Every day I love to play I hope they keep those great games comin' my way **CHORUS ONE** Cause I love the games Nintendo's video games I love to play What more you got comin' my way I love the games

		VERSE TWO Playing my GAMECUBE takes me away And sometimes that's just what I need Gotta unwind and leave the stress behind Nintendo games help relax me Every day, I love to play I know you'll keep those great games comin' my way **GUITAR SOLO** **CHORUS TWO** Cause I love to play Nintendo's video games I love to play What more you got comin' my way I love to play **Play It Forward** baby, Cause I love to play

SEGMENT	KEY MESSAGING
Cue 13 (2 minutes) **Video #3:** Level Three (30-year old)	Focus on: ➢ James Bond: Everything or Nothing ➢ P.N. 03 ➢ Star Wars Rogue 3 ➢ StarFox 2 ➢ The Hobbit ➢ Tiger Woods ➢ Wallace & Gromit ➢ Mario Kart ➢ Advance Wars 2 ➢ Sword of Mana
Cue 14 (3 minutes) **George Harrison Presentation: Level Three Wrap up**	➢ That video demonstrates our intent to deliver thrills to all kinds of players, including our most loyal fans ➢ Example: Zelda release in March ➢ Transition to, and introduction of, Mr. Miyamoto
Cue 15 (2 minutes) **Mr. Miyamoto Appearance**	➢ "Mr. Miyamoto Surprises"
Cue 15a (3 minutes) **Mr. Mattrick EA Guest Appearance**	
Cue 15b (2 minutes) **Mr. Miyamoto Video & Narrative**	
Cue 15c (3 minutes) **Mr. Iwatani Namco Live Demo Appearance**	
Cue 16 (4 minutes) **Mr. Iwata and George Harrison:** Closing Remarks	

Cue 17 (3 minutes)
Finale/Closing Production #5 and

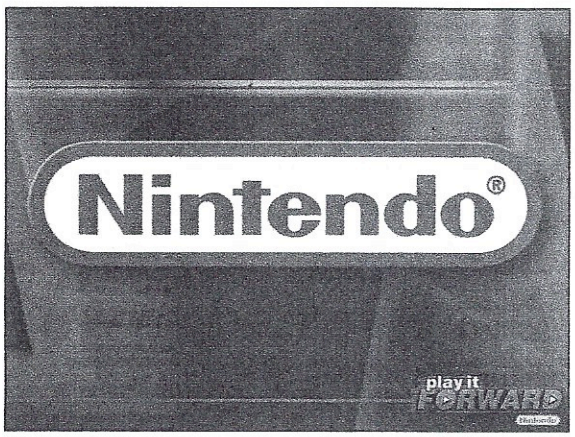
➢ **Finale: Theatrical Scene / Production Number #5 – "Play It Forward" Reprise**

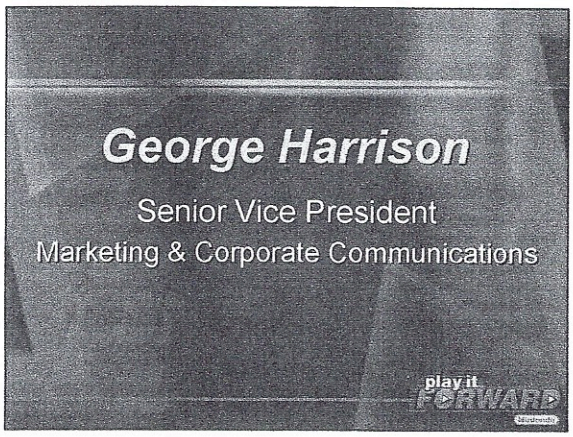
Purpose and Key Messaging:
Reinforces that Nintendo has it all—games for individuals "5-95"
Nintendo will continue to develop games and technology into the future
"Play It Forward" theme song/dance reprise

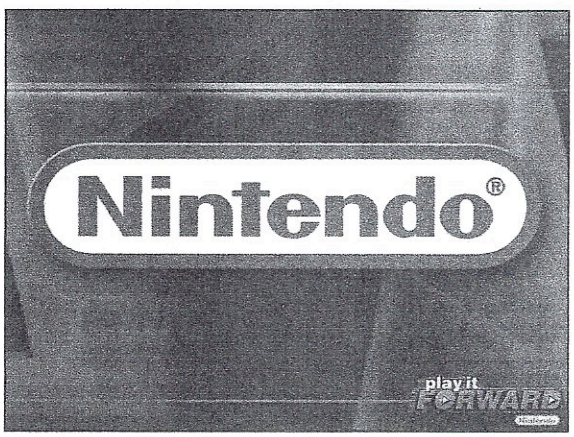
SEGMENT	STAGE DIRECTION	NARRATION/MUSIC/SFX
5	Lights up to reveal all three Players at center stage. They are playing Game Boy Advance (connected to each other, playing Sponge Bob, Mario Kart, or Four Swords). (perhaps a montage of images from Mr. Miyamoto's presentation is adding visual interest here?)	MUSIC BED: Theme Song Instrumental **30 Year-Old Player:** Man oh man, Mario Kart is a blast. I can't wait to see what Nintendo comes up with next. **17 Year-Old Player:** I know, and Metal Gear Solid rocks There! Take that... **10 Year-Old Player:** That's okay; I know I'll find the most Rupees. I'm a Player, and I'm gonna keep on playin' it forward. *(Maybe he's singing it a little bit, to himself?)* **17 Year-Old Player:** We're all Players, little dude. Some of us are just easier to please than others. *(winks at 30 Year-Old)*
		MUSIC SWELLS *They sing together:* "PLAY IT FORWARD" (Reprise) **VERSE** We are **The Gamers** that's what we are

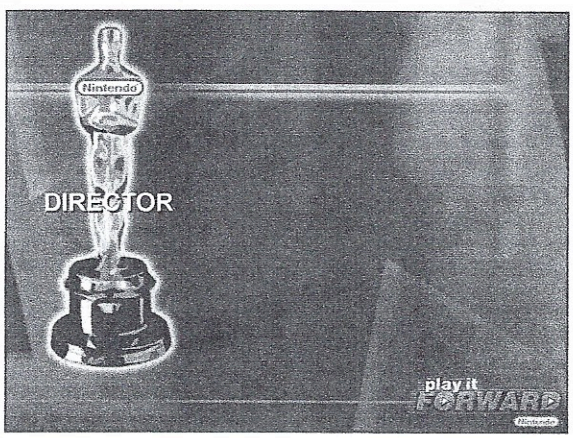
		We're riding bikes, we're driving cars We are so different but one thing's still the same We all love playin' Nintendo games It's the excitement that pulls us in We love Nintendo, we love to win For some Star Fox or Advance Wars For me I like to play Star Wars I am a hero, yeah I'm king of the hill And when we play that's what gives us a thrill We can't wait another minute to see What great new Nintendo games are comin' for me **CHORUS** So we'll **Play It Forward** with Nintendo **Play It Forward** all the way We will **Play It Forward** on Nintendo Together forever all the way So we'll **Play It Forward** with Nintendo **Play It Forward** all the way We will **Play It Forward** on Nintendo Together forever all the way **Play It Forward!**

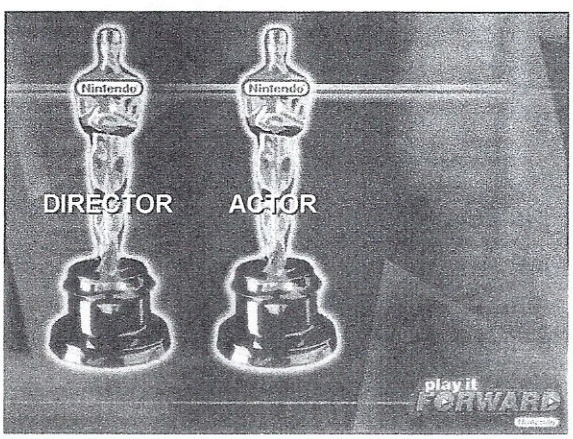
Cue 18
Walk-Out

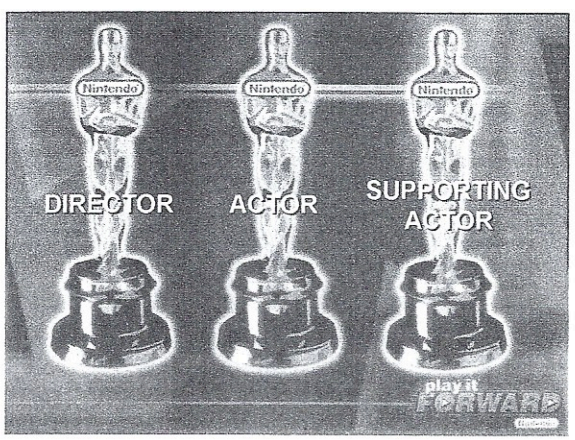

Nintendo®
play it
FORWARD


George Harrison
Senior Vice President
Marketing & Corporate Communications
play it
FORWARD


Nintendo®
play it
FORWARD


Nintendo
DIRECTOR
play it
FORWARD

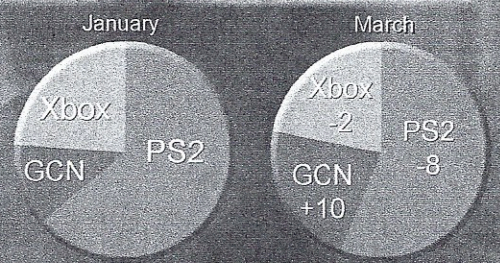

Nintendo
Nintendo
DIRECTOR
ACTOR
play it
FORWARD


Nintendo
Nintendo
Nintendo
DIRECTOR
ACTOR
SUPPORTING
ACTOR
play it
FORWARD

Nintendo®

play it FORWARD

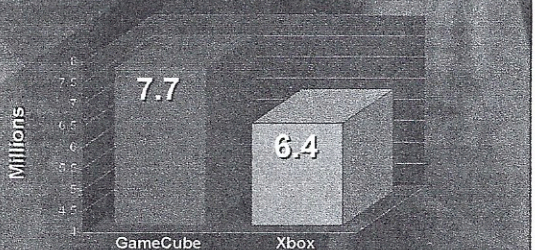
Next Generation Hardware Unit Shares



Source: NPD Funworld TRSTS

play it FORWARD

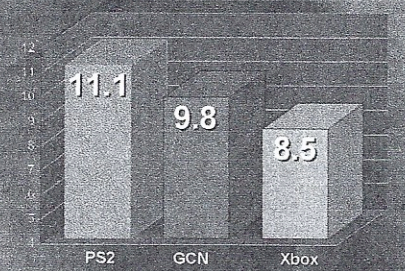
Worldwide Installed Base



Source: Wedbush Morgan Securities

play it FORWARD

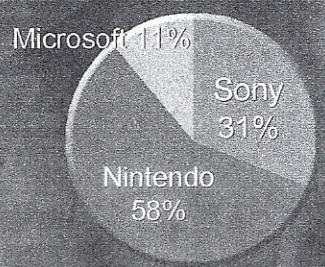
SW/HW Tie Ratios: Jan-March 2003



Source: Wedbush Morgan Securities

play it FORWARD

March System Sales



Source: NPD Funworld TRSTS

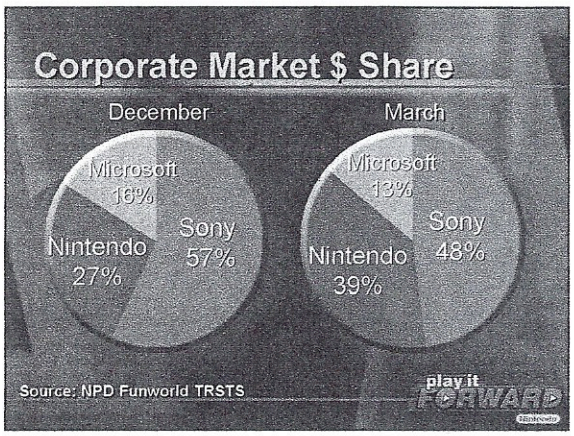
play it FORWARD

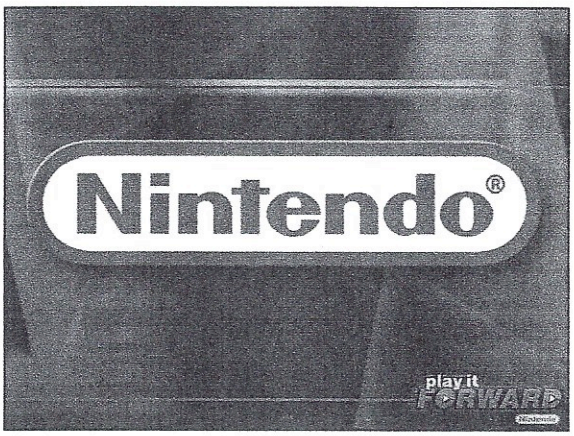
Top Selling Games: January-March 2003

#1 Zelda: Wind Waker/NOA	826,000
#2 The Getaway/Sony	699,000
#3 Pokemon Ruby/NOA	653,000
#4 Pokemon Sapphire/NOA	653,000

Source: NPD Funworld TRSTS

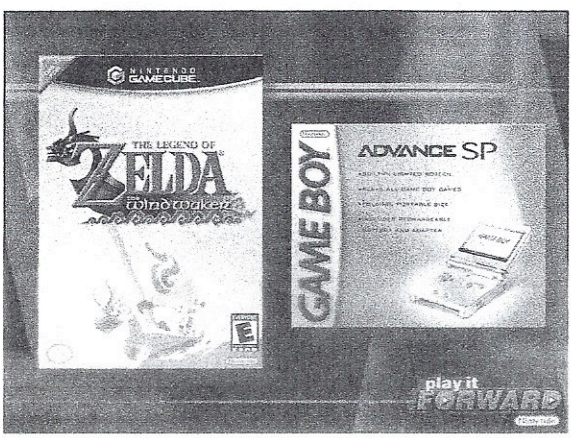
play it FORWARD

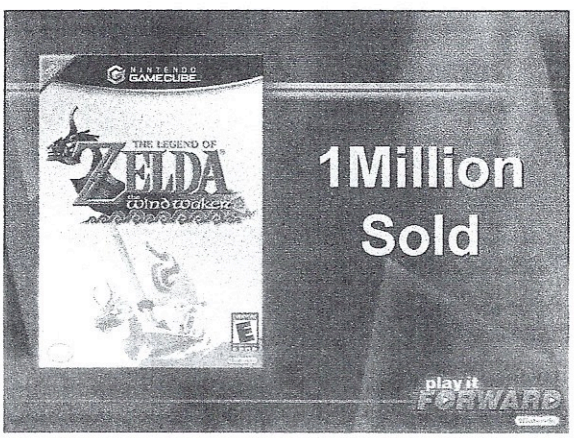

Corporate Market $ Share
December
Microsoft 16%
Sony 57%
Nintendo 27%
March
Microsoft 13%
Sony 48%
Nintendo 39%
Source: NPD Funworld TRSTS
play it FORWARD


Nintendo®
play it FORWARD

FREE GAME
WITH PURCHASE OF NINTENDO GAMECUBE
Choose from one of these great titles.
play it FORWARD

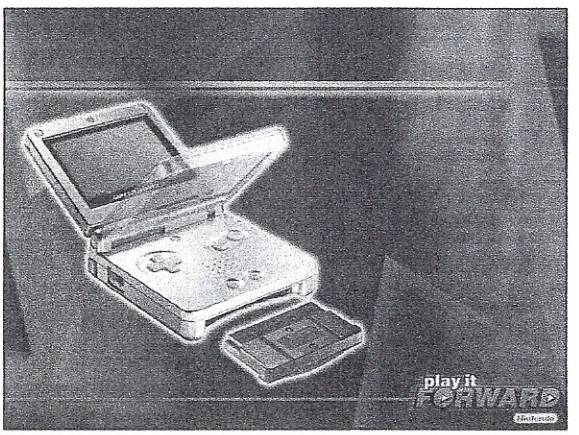
GAME BOY
ADVANCE SP
play it FORWARD

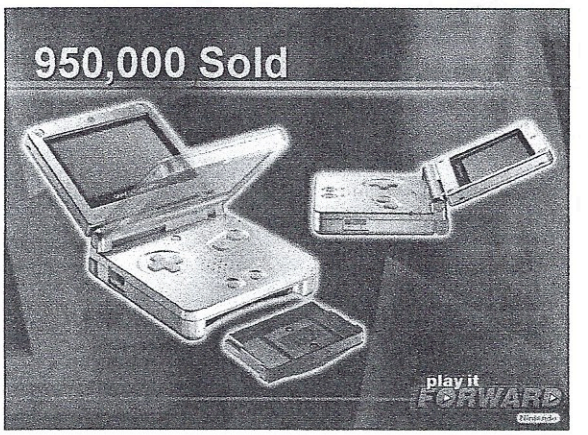

NINTENDO GAMECUBE
THE LEGEND OF ZELDA
Wind Waker
GAME BOY
ADVANCE SP
play it FORWARD

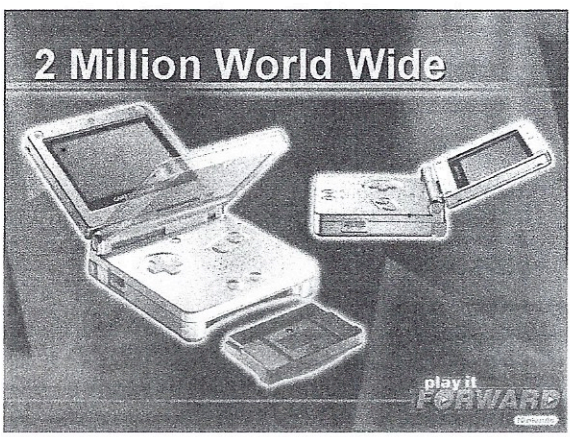

NINTENDO GAMECUBE
THE LEGEND OF ZELDA
Wind Waker
1Million Sold
play it FORWARD

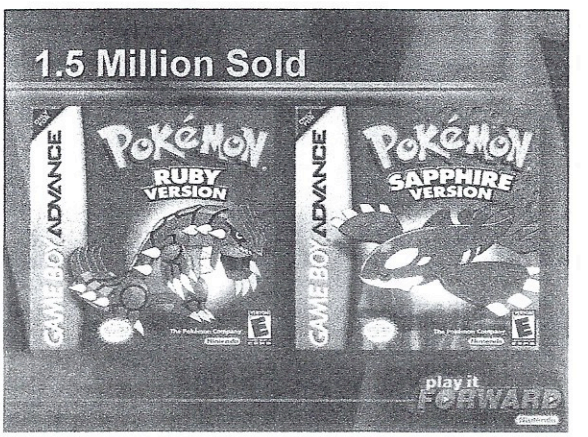
FREE GAME!
WITH PURCHASE OF NINTENDO GAMECUBE
Choose from one of these great titles.
play it FORWARD

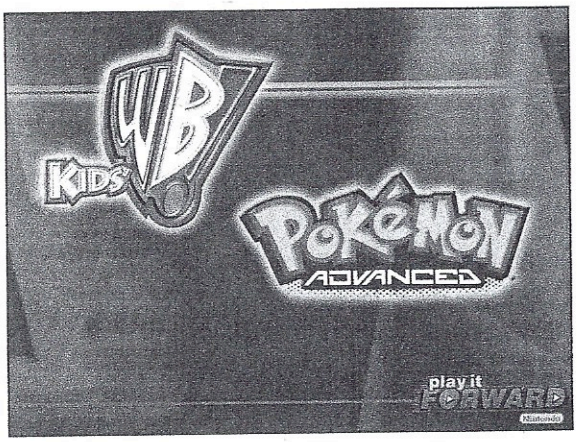
FREE GAME!
WITH PURCHASE OF NINTENDO GAMECUBE
PLUS FREE PREVIEW DISC!
PLAYABLE DEMOS!
Choose from one of these great titles.
play it FORWARD


play it FORWARD


950,000 Sold
play it FORWARD


2 Million World Wide
play it FORWARD


1.5 Million Sold
GAME BOY ADVANCE
POKÉMON RUBY VERSION
GAME BOY ADVANCE
POKÉMON SAPPHIRE VERSION
play it FORWARD

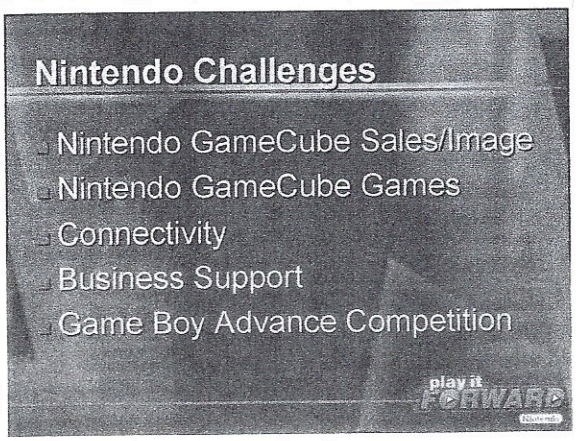

KIDS WB
POKÉMON
ADVANCED
play it
FORWARD

Nintendo®
play it
FORWARD

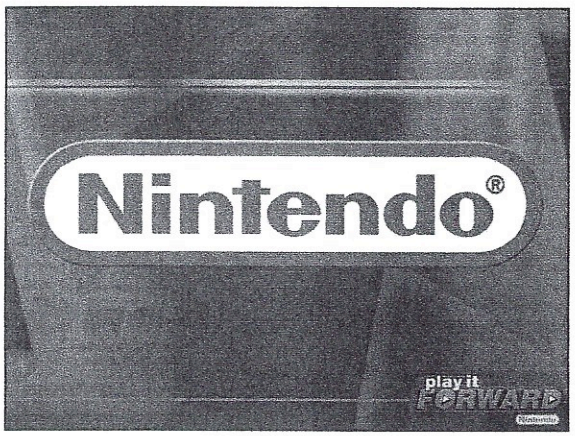
play it
FORWARD
Nintendo

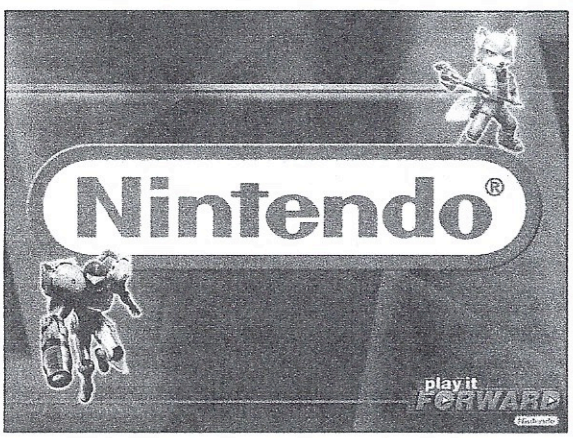
Satoru Iwata
President
Nintendo Company Limited
play it
FORWARD

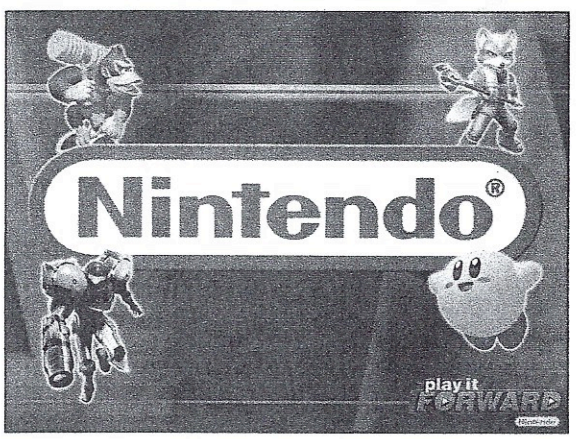
Nintendo®
play it
FORWARD

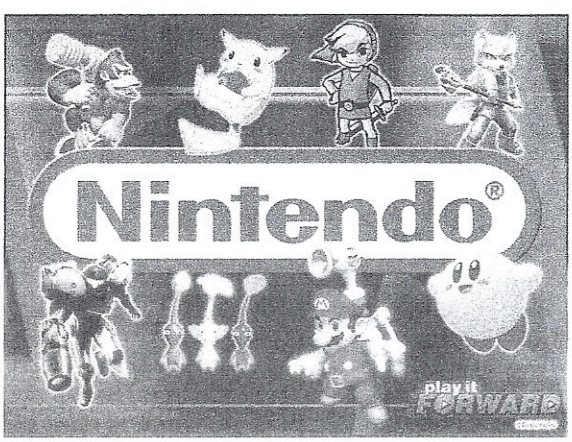

Nintendo Challenges
Nintendo GameCube Sales/Image
Nintendo GameCube Games
Connectivity
Business Support
Game Boy Advance Competition
play it
FORWARD

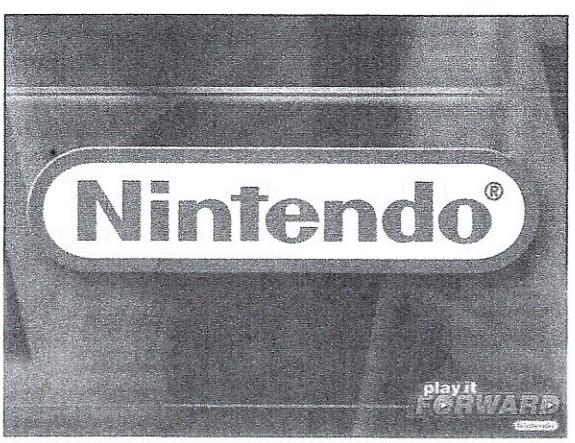
play it
FORWARD
Nintendo

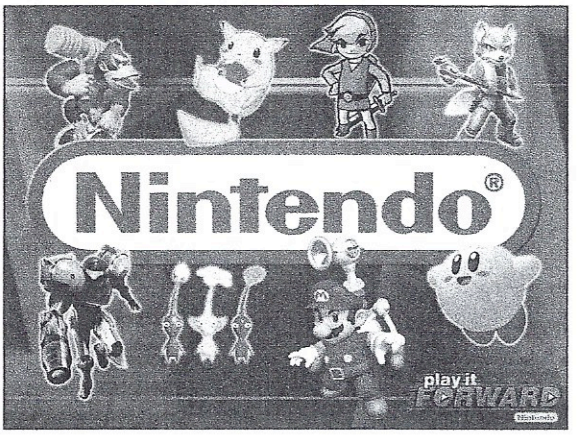

Nintendo
play it
FORWARD


Nintendo
play it
FORWARD

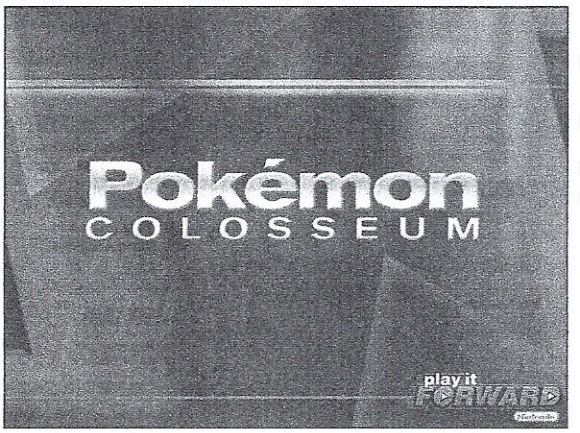

Nintendo
play it
FORWARD

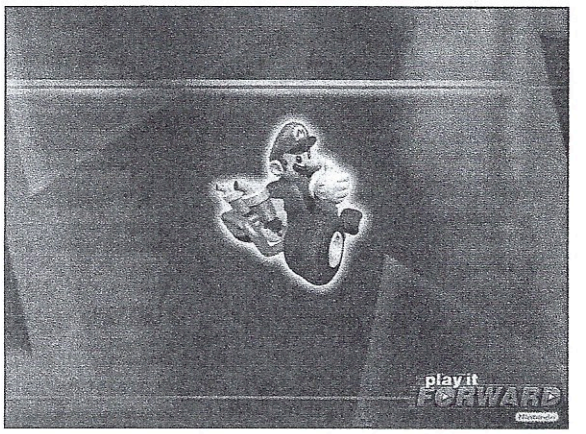

Nintendo
play it
FORWARD


Nintendo
play it
FORWARD

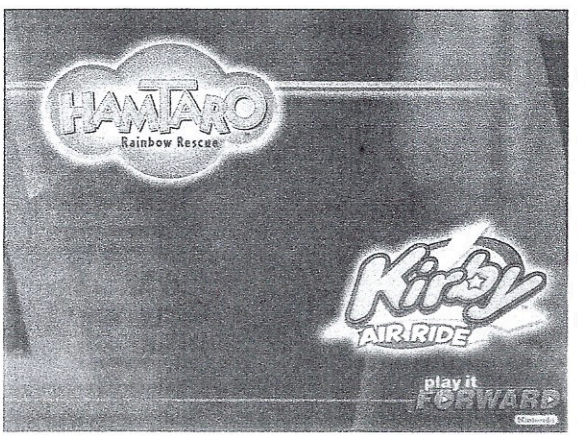

Nintendo®
play it
FORWARD

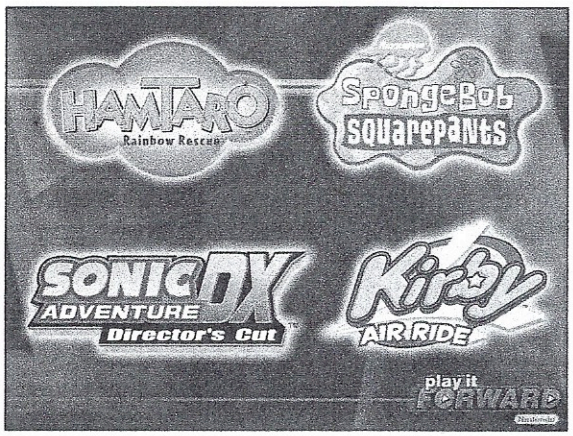
Nintendo®
play it
FORWARD


Pokémon
COLOSSEUM
play it
FORWARD

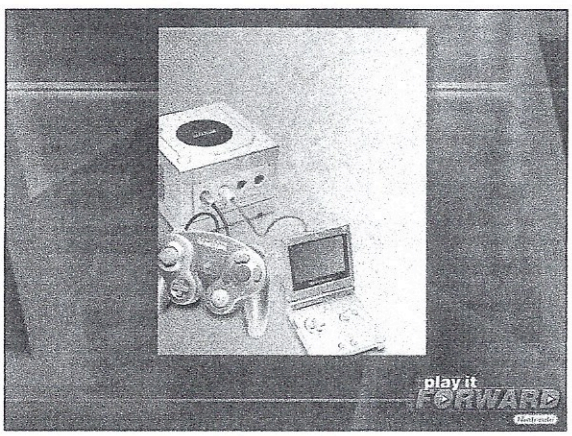

play it
FORWARD

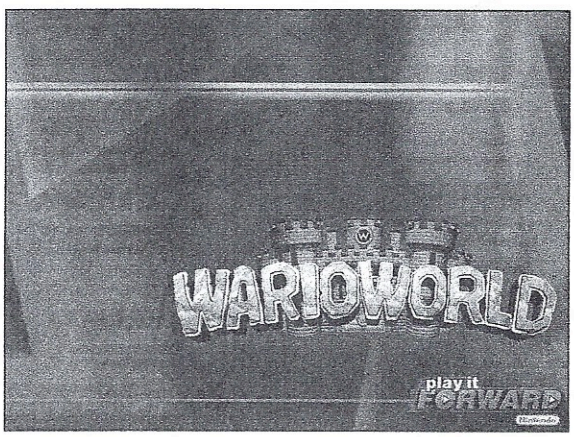
MARIO GOLF
Toadstool Tour
MARIO PARTY 3
mario&luigi
SUPER MARIO ADVANCE 4
play it
FORWARD

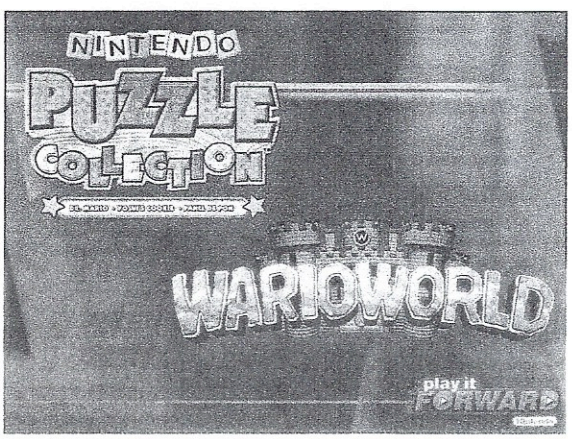

HAMTARO
Rainbow Rescue
Kirby
AIR RIDE
play it
FORWARD

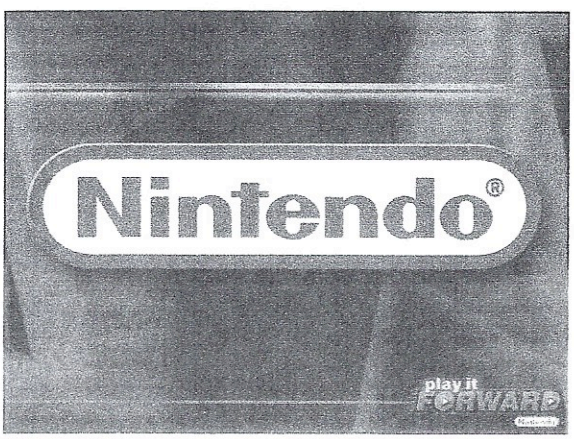

HAMTARO
Rainbow Rescue
SpongeBob SquarePants
SONIC DX
ADVENTURE
Director's Cut
Kirby
AIR RIDE
play it
FORWARD

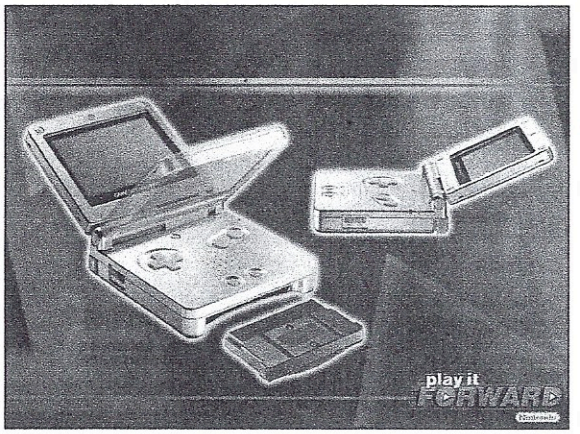
Connectivity
play it
FORWARD

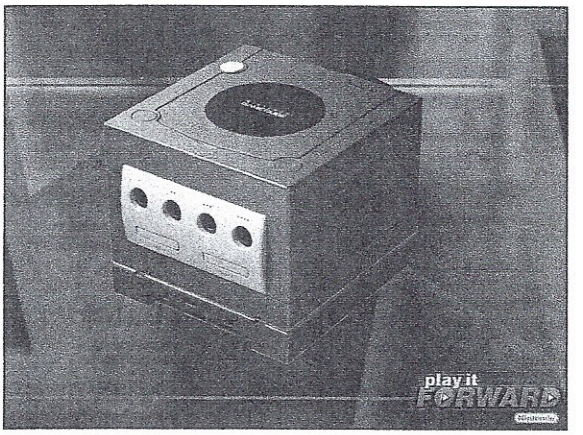

play it
FORWARD


WARIOWORLD
play it
FORWARD

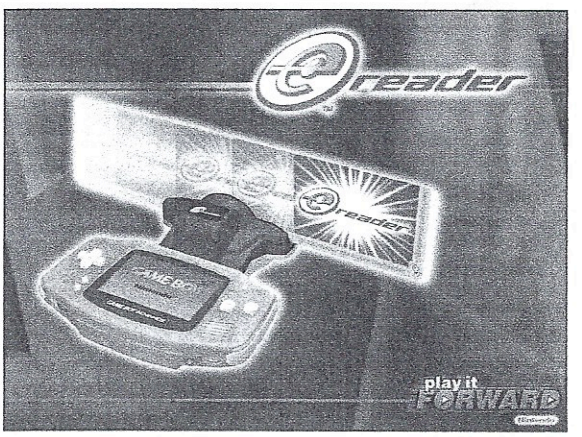

NINTENDO
PUZZLE
COLLECTION
WARIOWORLD
play it
FORWARD

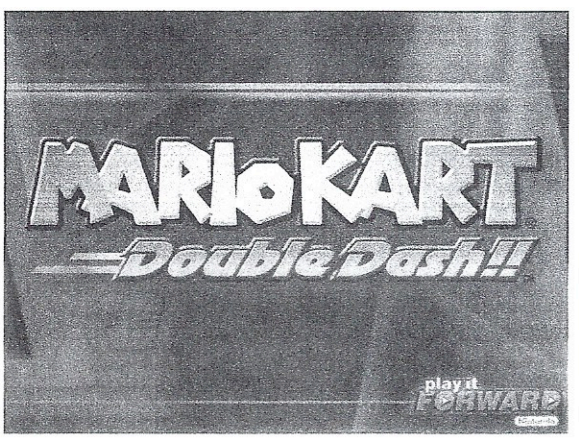

Nintendo®
play it
FORWARD


play it
FORWARD

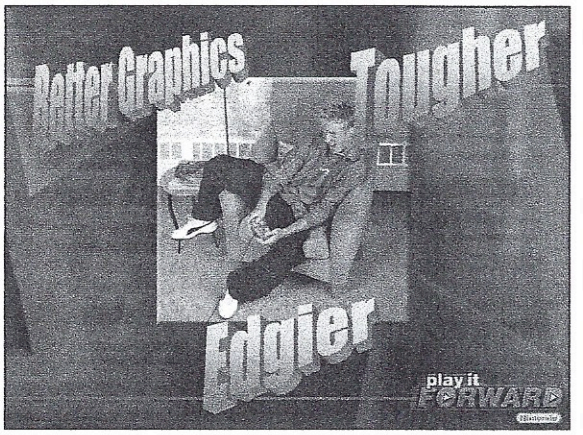

play it
FORWARD

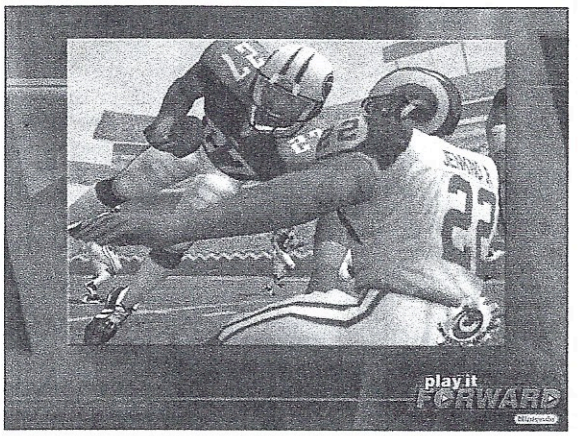
GAME BOY
PLAYER
play it
FORWARD

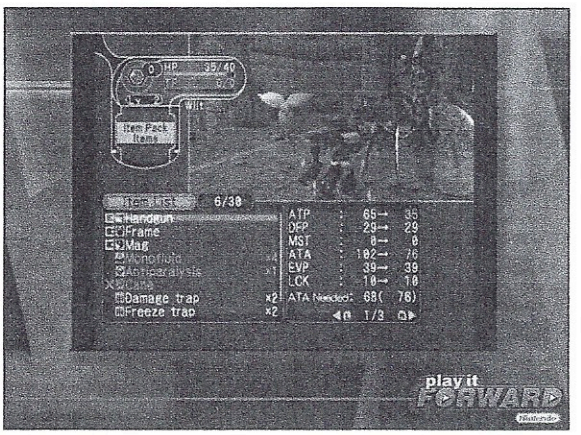

e-reader
play it
FORWARD


MARIO KART
Double Dash!!
play it
FORWARD

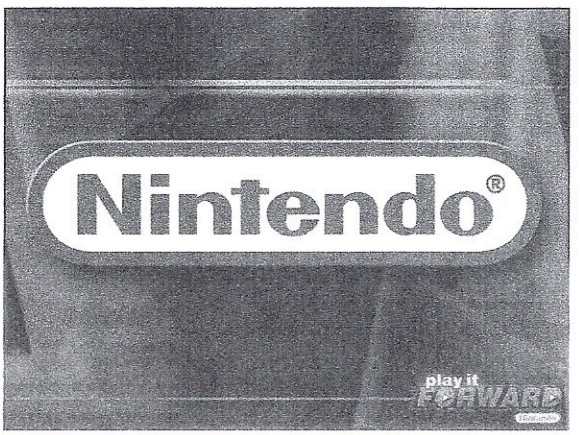
Nintendo
play it
FORWARD

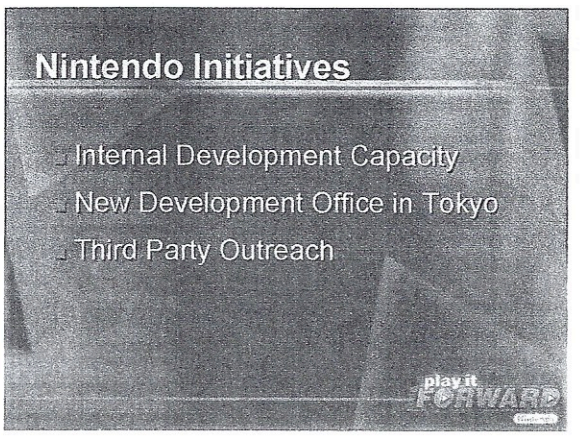

Better Graphics
Tougher
Edgier
play it
FORWARD

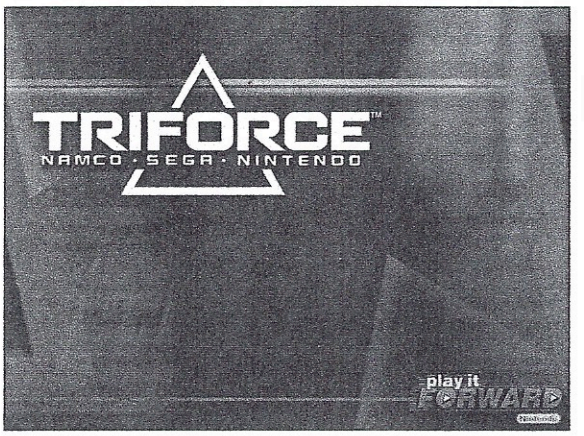

play it
FORWARD


HP 35/40
Item Pack
Items
Handgun
Frame
Mag
Damage trap
Freeze trap
ATP 65→ 35
DEF 29→ 29
MST 0→ 0
ATA 102→ 76
EVP 39→ 39
LCK 10→ 10
ATA Needed: 68(76)
play it
FORWARD

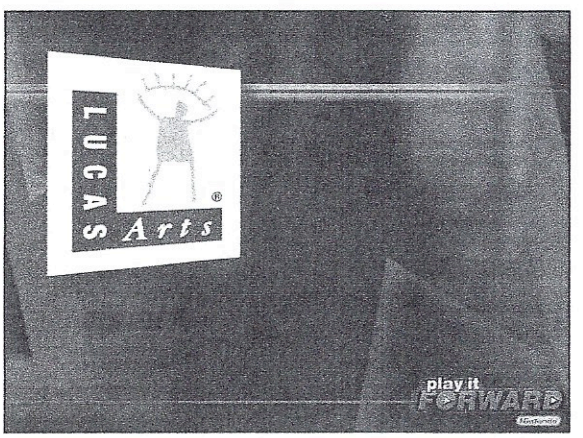
grand theft auto
play it
FORWARD

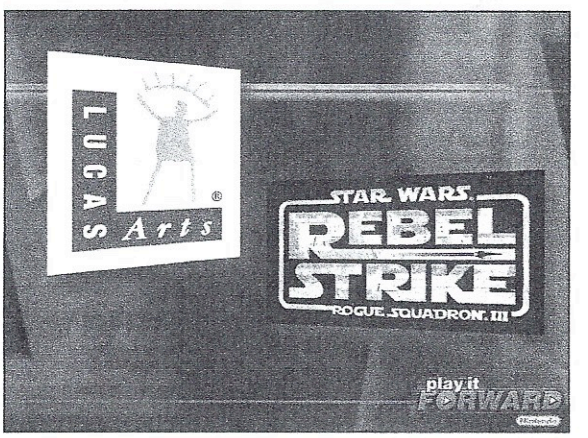

Nintendo®
play it
FORWARD

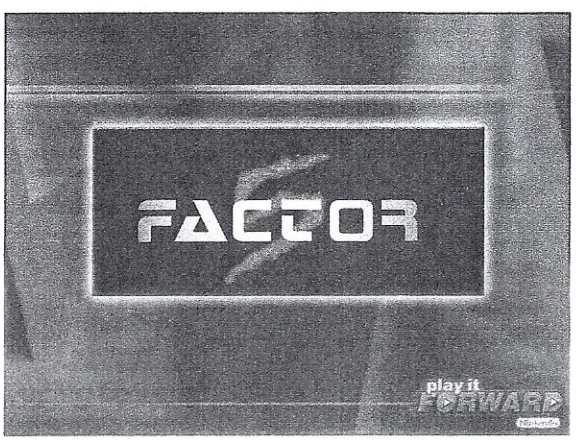

Nintendo Initiatives
Internal Development Capacity
New Development Office in Tokyo
Third Party Outreach
play it
FORWARD

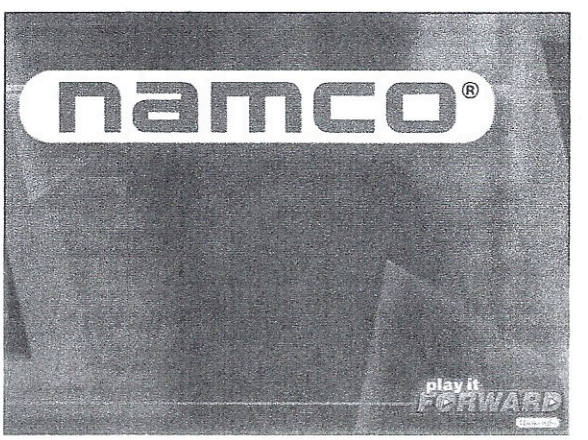

TRIFORCE
NAMCO · SEGA · NINTENDO
play it
FORWARD

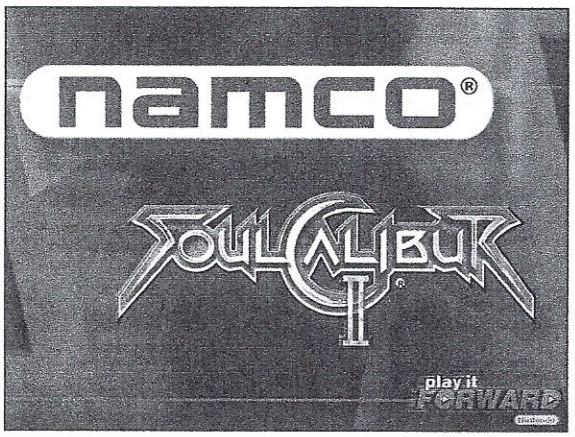
TRIFORCE
NAMCO · SEGA · NINTENDO
F-ZERO GX
play it
FORWARD


LUCAS
Arts
play it
FORWARD


LUCAS
Arts
STAR WARS
REBEL STRIKE
ROGUE SQUADRON III
play it
FORWARD


FACTOR
play it
FORWARD

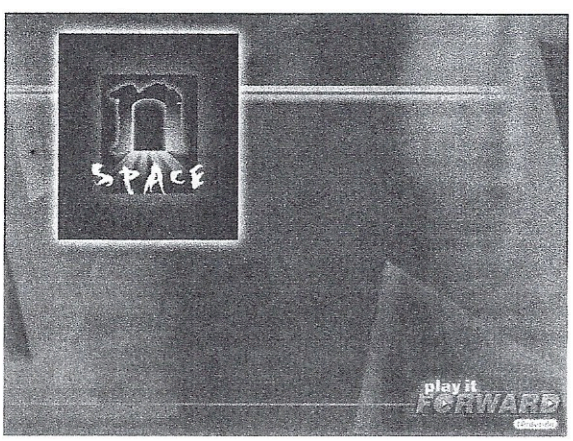

namco®
play it
FORWARD

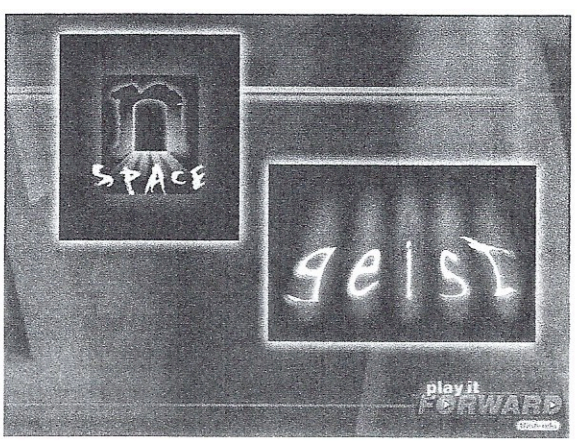

namco®
SOULCALIBUR II®
play it
FORWARD

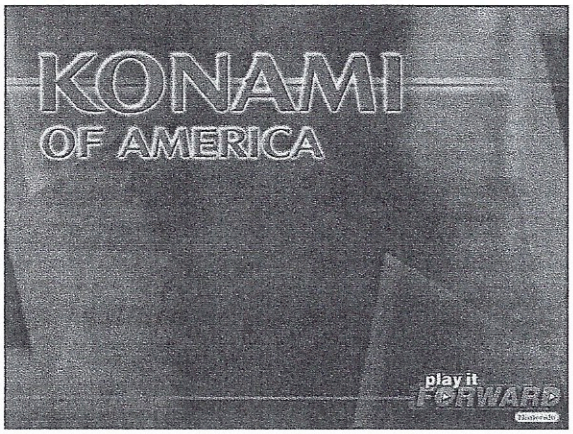
CAPCOM
play it
FORWARD

CAPCOM
RESIDENT EVIL 4®
play it
FORWARD

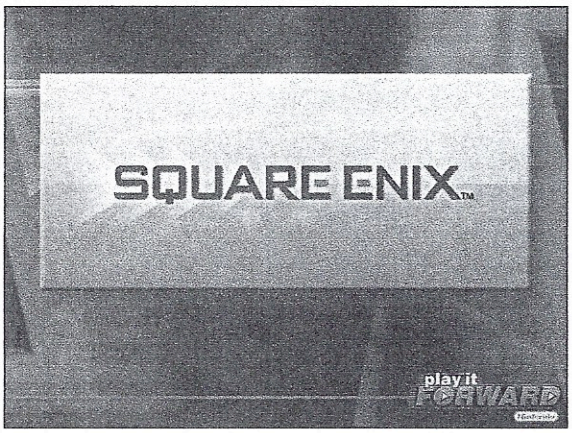
Nintendo®
play it
FORWARD


SPACE
play it
FORWARD


SPACE
geist
play it
FORWARD

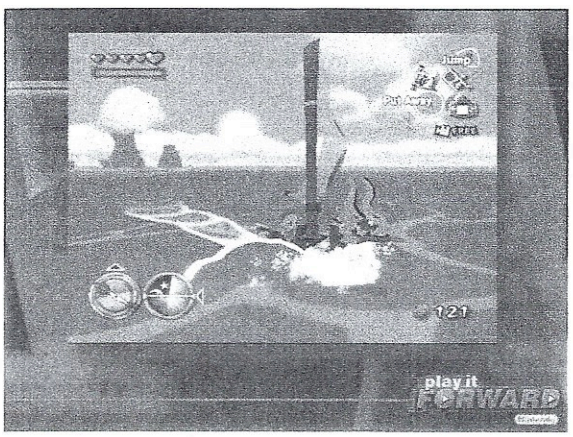

KONAMI
OF AMERICA
play it
FORWARD

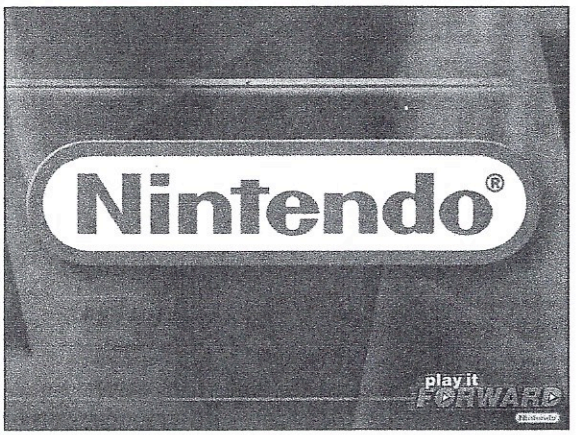
KONAMI
OF AMERICA
METAL GEAR SOLID
play it
FORWARD


SQUARE ENIX
play it
FORWARD

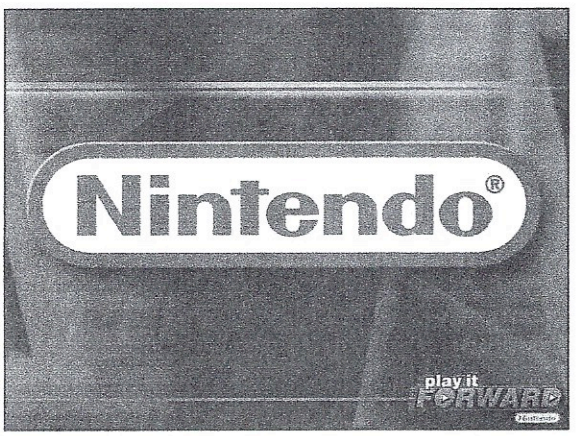
Nintendo
play it
FORWARD

play it
FORWARD

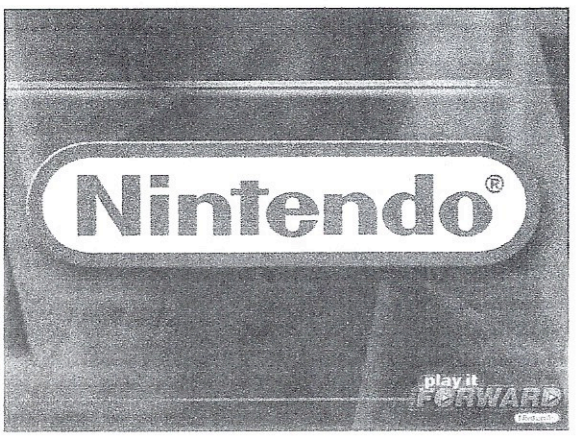

121
play it
FORWARD

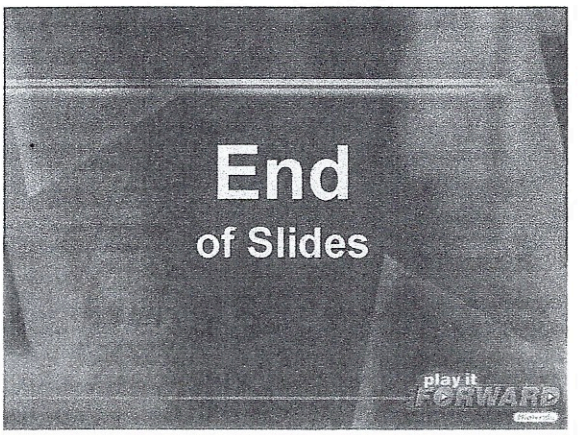

Nintendo®
play it
FORWARD

Shigeru Miyamoto
Senior Managing Director & General Manager,
Entertainment Analysts & Development Division
play it
FORWARD

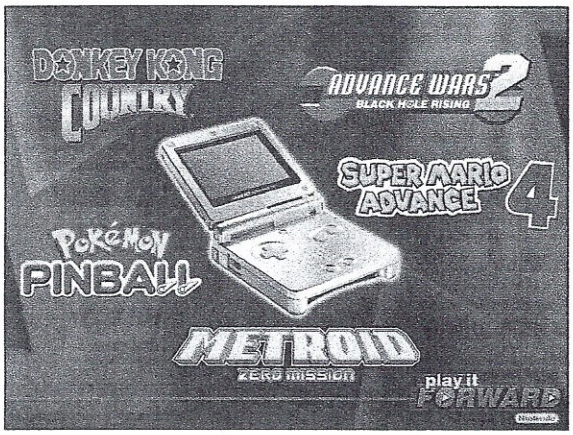

Nintendo®
play it
FORWARD

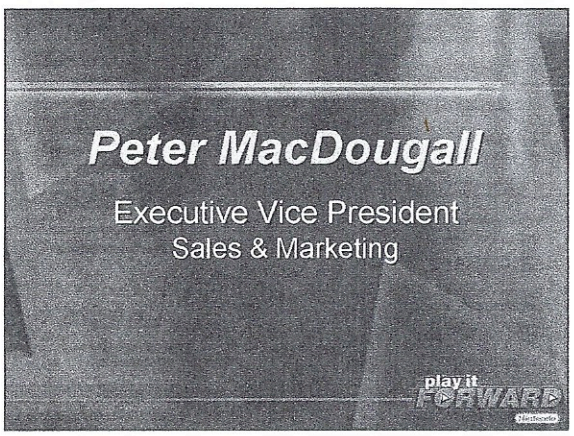
play it
FORWARD
Nintendo

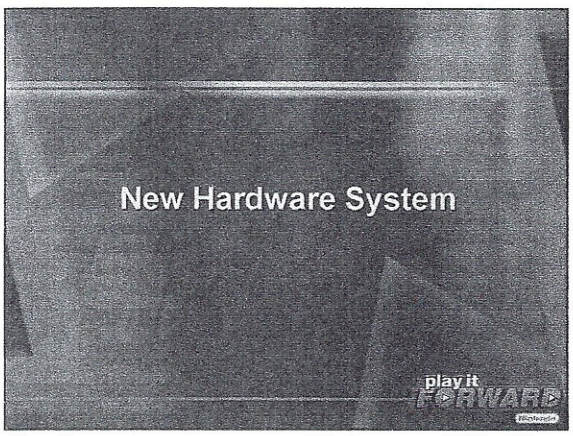

Nintendo®
play it
FORWARD

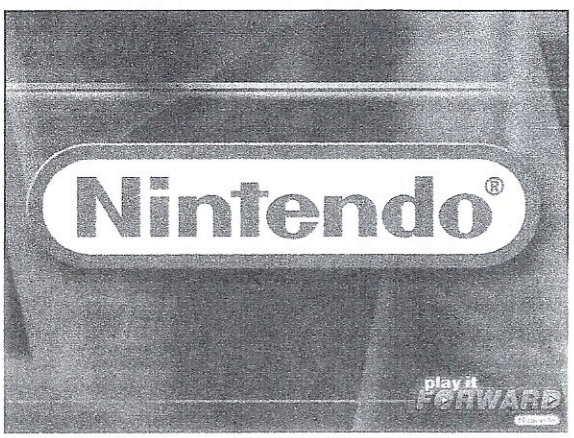

End
of Slides
play it
FORWARD

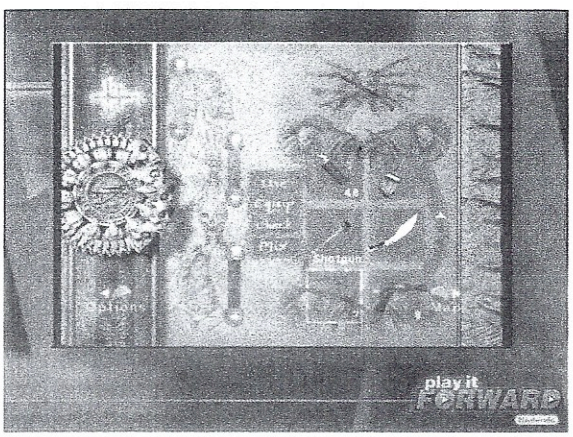
NCAA FOOTBALL 2004
TIGER WOODS PGA TOUR 2004
MADDEN 2004
EA GAMES
007 EVERYTHING OR NOTHING
STREET VOL. 2
URBAN RACERS

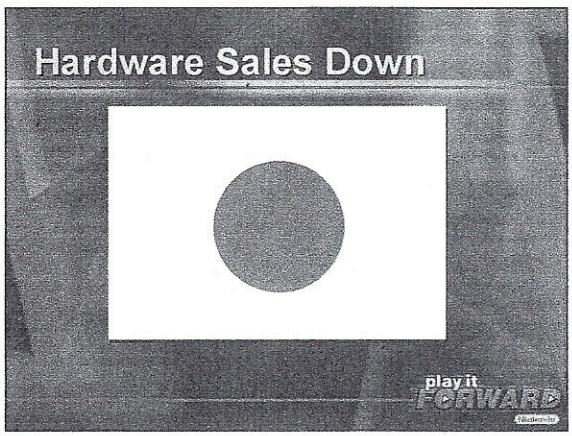

DONKEY KONG COUNTRY
ADVANCE WARS 2 BLACK HOLE RISING
SUPER MARIO ADVANCE 4
POKÉMON PINBALL
METROID ZERO MISSION
play it FORWARD

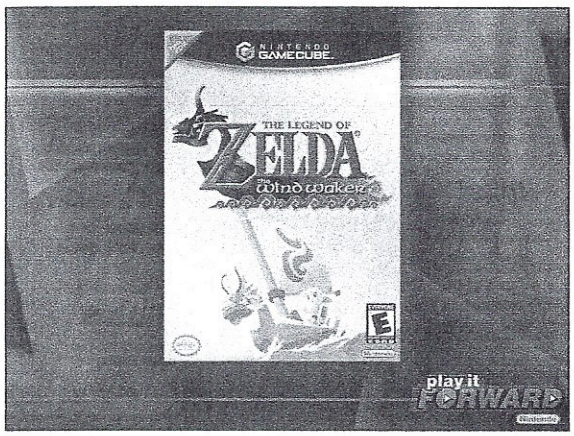

Peter MacDougall
Executive Vice President
Sales & Marketing
play it FORWARD

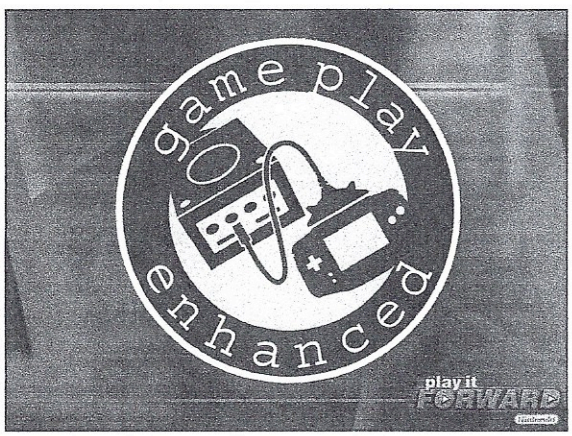

New Hardware System
play it FORWARD

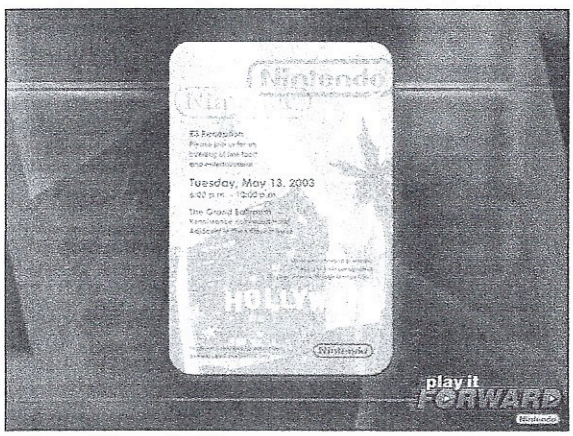

Nintendo®
play it FORWARD

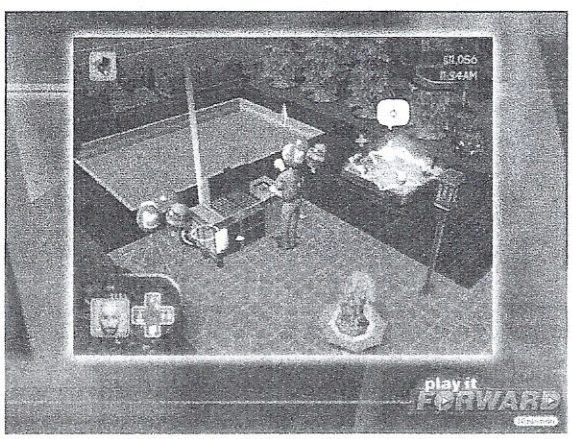

play it FORWARD

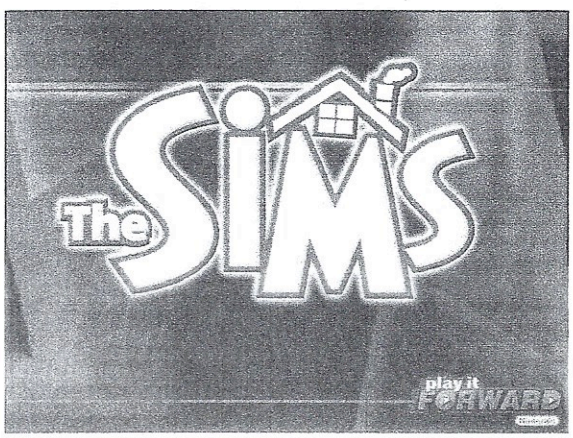

Hardware Sales Down
play it
FORWARD


NINTENDO GAMECUBE
THE LEGEND OF
ZELDA
The Wind Waker
play it
FORWARD


game play
enhanced
play it
FORWARD


Nintendo
Tuesday, May 13, 2003
play it
FORWARD


play it
FORWARD


The SIMS
play it
FORWARD

CROSSMEDIA

Video Rolls
Nintendo E3 2003 Show Preview

Video #	Name	TRT	Notes
1	Patterns	Loop	Side Screens (on hard drive)
2	Sizzle, Level 1	2:49	Side Screens, no audio (song 2:31)
3	Mario Kart	1:04	Main Screen
4	Showcase, Level 1	2:12	All 3 Screens
5	Sizzle, Level 2	2:31	Side Screens, no audio (song 1:52)
6	Rogue 3	2:08	Main Screen
7	Resident Evil 4	1:10	Main Screen
8	Geist	0:58	Main Screen, w/VO
9	Metal Gear Solid 2		Main Screen, TBD
10	Final Fantasy C.C.	1:00	Main Screen, w/VO
11	Showcase, Level 2	2:18	All 3 Screens
12	Sizzle, Level 3	3:56	Side Screens, no audio (song 2:49)
13	Showcase, Level 3	2:19	All 3 Screens
14	EA		Main Screen, TBD
15	Zelda 4-Swords	4:00	Main Screen, w/VO
16	Sizzle, Finale	2:02	Main Screen, w/Stereo Audio